Permit #F00026740

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00026740 **Type of Permit:** FILMING **Release Date:** 04/13/2010

Production Company HAWTHORNE DIRECT

Insured Company Name HAWTHORNE DIRECT
Contact Phone No. 1 641-472-3800
Contact Phone No. 2
Fax 775-263-8597
Address 300 NORTH 16TH ST
FARFIELD, Iowa 52556

Production Title WHOLE MEGA

Type of Production Commercial - Standard

Producer Bob Lemlin

Director Bob Celecia

1st AD na na

Production Manager Bob Lemlin

FilmL.A. Coordinator Asia Robinson

Location Manager Meloney Hudson
Primary Phone Office - 310-841-0794
Secondary Phone Office - 310-625-6938

Location Assistant na na
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

Posting 600	$52.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE SAFETY OFFICER	$832.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
FILMLA MONITOR FEES	$240.00
FILMLA MONITOR FEES OVERTIME	$180.00
FILMLA MONITOR FEES - DOUBLE TIME	$60.00

Total Permit Fee $2,229.00

Number of Locations 1

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Summary Information — Location

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Production Company HAWTHORNE DIRECT
Insured Company HAWTHORNE DIRECT
Production Title WHOLE MEGA

Location Manager Meloney Hudson
Primary Phone Office - 310-841-0794
Secondary Phone Office - 310-625-6938

Location Address 16553 Akron St, Pacific Palisades, CA, 90272

Location Names

Location Type Private Residence

Location Description

Prep Dates 4/13/2010 - 4/13/2010 08:00 - 18:00

Film Dates 4/14/2010 - 4/14/2010 07:30 - 19:00

Open or Closed to the Public Closed

Generic Conditions
Equipment vehicles may park on one side of street
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents
AuthorizatonLetter_SIGNED_100409.pdf
Pacific Palisades July 2009.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	15
Cube Trucks	3
Generator	1
Honey Wagons	1

Personnel on Location

Type	Quantity
Cast	1
Crew	20
FilmL.A. Monitor(s)	1
LA City UFSO assigned	25344

Filming Activities Equipment on property; Interior and exterior dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note FILMLA MONITOR REQUIRED 0630-1900 HRS

Coordinator Note PREP ACTIVITY ON 4/13, 15 CREW MAX, NO GENERATOR, LAYOUT BOARD AND SET DRESSING ONLY.

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Private Parking Lot
Street : 16553 AKRON ST

Posting "No Parking" signs 200' NORTH & 200' SOUTH OF LOCATION

Approximate Footage 301 - 600 **Log Number** 1013239

Date(s) 4/13/2010 to 4/14/2010 **Time(s)** 07:00 to 22:00

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Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of Hawthorne Direct ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 4-9-10

Name of Principal

By: Robert N. Lemlin
Representative's Signature

ROBERT N. LEMLIN
Print Representative's Name

Producer
Representative's title

300 N. 16th St.
Fairfield, Ia 52537
Principal's Address

641-472-3800 EXT 113
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT

SPECIAL FILMING CONDITIONS
PACIFIC PALISADES, PALISADES HIGHLANDS AND CASTELLAMMARE AREAS

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The following Special Filming Conditions have been established to mitigate the concerns of local residents. These Conditions are a result of meetings with the Pacific Palisades Town Council, City Council Office representatives and area residents.

- **FilmL.A. will evaluate all requests for permits in this area using the following criteria:** Frequency of filming per block near the requested location and parking areas – Duration and frequency of recent filming – Proximity of concurrent filming activities – Historical use – Recent problems or complaints – Number of filming days requested – Company size – Proposed activities (effects, excessive noise, cranes, etc.) – any other criteria that may be relevant to the specific situation. ***NO PERMITS FOR THIS AREA SHOULD BE ASSUMED TO BE AVAILABLE WITHOUT THE ABOVE REVIEW.***

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*

- **Craft services, catering trucks, food preparation tables and dining tables are prohibited on sidewalks or parkways and must be out of public view.**

- **Trash and refuse must be removed from the area immediately after filming activities are completed.**

- **Production companies may not arrive in the area prior to 7:00 a.m. and must depart no later than 10:00 p.m.** unless affected residents (generally those within 300' of the filming activities or equipment parking) are surveyed to identify neighborhood concerns and approval is obtained from FilmL.A.. The approved times must be indicated on the permit.

- **No weekend or holiday filming unless approved by FilmL.A.**

- **Parking of production equipment is limited to one side of the street.** Film company vehicles shall not interfere with gardener's activities, trash pick up, safe use of streets or access to resident driveways, unless approved by the affected residents. ***In some instances, it may be necessary for companies to post both sides of the street to maintain proper access for emergency vehicles and area residents.***

- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

- **Lighting is to be confined to the specific site and shall not adversely impact neighbors and/or traffic.**

- **Cast and crew may not park on area streets.** Off-street parking must be provided.

- **Prep and strike days must be included on the permit and may not take place on weekends unless approved by FilmL.A.**

NOTE: ADDITIONAL CONDITIONS ARE APPLICABLE FOR THE HUNTINGTON PALISADES, RIVIERA ESTATES, PALISADES BLUFF AREA AND THE INTERSECTION OF ALMA REAL AND OCAMPO DRIVES.

FilmL.A., Inc. NOT A PERMIT